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said projection lens support is positionally aligned and connected with
said holder by said positioning means, and said display panel and said projection lens support are
integrally fixed on said circuit board by a fixing screw.

REMARKS

Claims 1 and 3-7 are presented for consideration, with Claims 1 and 7 being independent.

Editorial changes have been made to Claims 1 and 7.

All of the claims stand rejected under 35 U.S.C. §103 as allegedly being obvious over Omae '283 in view of Honda '127 and Matsumoto '190. This rejection is respectfully traversed.

Applicants' invention as set forth in Claim 1 relates to a projection display apparatus comprised of a display panel that includes a plurality of first electrodes, a circuit board provided with a drive circuit including a plurality of second electrodes, and a projection lens support provided with a projection lens for projecting an enlarged image onto a screen. In addition, a holder fixed on the circuit board holds the display panel and is provided with a connector connected to the second electrodes for electrically connecting the first and second electrodes and further includes positioning means for positioning the holder and the projection lens support. As claimed, the first electrodes of the display panel and the second electrodes of the circuit board are electrically connected by the connector of the holder, and the projection lens support is positionally aligned and connected with the holder by the positioning means for optical alignment.

In Claim 7, a projection display apparatus includes a display panel, a circuit board provided with a drive circuit for driving the display panel, and a projection lens support provided with a projection lens for projecting an enlarged image onto a screen. In addition, a holder holds the display panel and is provided with positioning means for positioning the holder and the projection lens support. As claimed, the projection lens support is positionally aligned and connected with the holder by the positioning means, and the display panel and the projection lens support are integrally fixed on the circuit board by a fixing screw.

In accordance with Applicants' claimed invention, a projection display apparatus with superior performance and ease of assembly/disassembly can be provided.

As discussed in the previous Amendment of June 24, 2002, Omae relates to a polymer dispersion liquid crystal panel for use in a television. With reference to Figure 21, the television also includes a light source 171, a projection lens 174 and a screen 176.

The secondary citation to Honda relates to an LCD apparatus and was cited for its teaching of a projection holder. In this regard, Honda shows, in Figure 3, a holding unit 40 including a holding plate 41 and supply terminals 48a and 48b for making electrical contact with metal caps 13a and 13b of a fluorescent lamp 11.

The tertiary citation to Matsumoto relates to a liquid crystal display device and was cited for its teaching of a connector 4 for connecting electrodes of a display panel and electrodes of a circuit board. In Figure 2, Matsumoto shows the connector 4 to be supported on a circuit board 5 and having a conductive contact 4a for contacting a signal input electrode 1a of a liquid crystal display panel 1.

Without conceding the propriety of combining the art in the manner proposed in the Office Action, it is respectfully submitted that such a combination still fails to teach or suggest the features of Applicants' claimed invention. For example, the holder in Claim 1 includes a connector for electrically connecting the first electrodes on the display panel with the second electrodes on the circuit board and positioning means for positioning the projection lens support. None of the art is understood to teach or suggest a holder that performs both functions. Although Omae shows a projection lens, there is no teaching or suggestion whatsoever of how the projection lens is supported.

With respect to Claim 7, the proposed combination of art does not teach or suggest, among other features, positioning means for positioning the holder and the projection lens support, and integrally fixing the display panel and the projection lens support on the circuit board by a fixing screw.

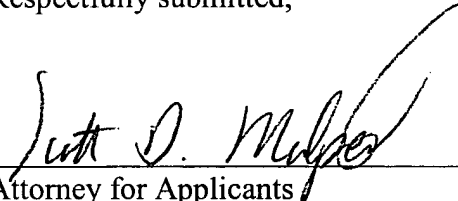
Accordingly, reconsideration and withdrawal of the rejection of the claims under 35 U.S.C. §103 is respectfully requested.

Therefore, it is submitted that Applicants' invention as set forth in independent Claims 1 and 7 is patentable over the cited art. In addition, dependent Claims 3-6 set forth additional features of Applicants' invention. Independent consideration of the dependent claims is respectfully requested.

In view of the foregoing, reconsideration and allowance of this application is deemed to be in order and such action is respectfully requested.

Applicants' undersigned attorney may be reached in our Washington, D.C.
office by telephone at (202) 530-1010. All correspondence should continue to be directed to our
below-listed address.

Respectfully submitted,



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VERSION WITH MARKINGS TO SHOW CHANGES MADE TO CLAIMS

1. (Three Times Amended) A projection display apparatus, comprising:
 - a display panel comprising a rectangular substrate having four sides including opposite two sides and provided with a plurality of first electrodes disposed with prescribed spacings along each of said opposite two sides;
 - a circuit board provided with a drive circuit including a plurality of second electrodes for driving said display panel disposed in association with the first electrodes disposed along said each of opposite two sides on the rectangular substrate;
 - a projection lens support provided with a projection lens for projecting an enlarged image onto a screen; and
 - a holder fixed on said circuit board for holding said display panel and provided with a connector connected to said second electrodes for electrically connecting said first and second electrodes and with positioning means for positioning said holder and said projection lens support, wherein
 - said first electrodes of said display panel and said second electrodes of said circuit board are electrically connected via said connector of said holder, by pressing said display panel against said holder to bring said first electrodes into contact with said connector, and
 - said projection lens support is positionally aligned and connected with said holder by said positioning means for optical alignment of said projection lens.

7. (Twice Amended) A projection display apparatus, comprising:

- a display panel;
- a circuit board provided with a drive circuit for driving said display panel;
- a projection lens support provided with a projection lens for projecting an enlarged image onto a screen; and
- a holder for holding said display panel and provided with positioning means for positioning said holder and said projection lens support, wherein

said projection lens support is positionally aligned and connected with said holder by said positioning means, and said display panel and said projection lens support are integrally fixed on said circuit board by a fixing screw.